

Director of Strategic Academic Communications &
Marketing
Old Dominion University

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Posted Oct. 24, 2023, set to expire Oct. 31, 2024

Job Title	Director of Strategic Academic Communications & Marketing
Department	UNIVERSITY MARKETING
Institution	Old Dominion University Norfolk, Virginia
Date Posted	Oct. 24, 2023
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing
Job Website	https://jobs.odu.edu/postings/18357

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Job Description

The Director of Strategic Academic Communications and Marketing is responsible for strategic communication across ODU's colleges to their key audiences, including current students, prospective students, faculty, community/business leaders, and alumni. This position establishes service levels for college communications; integrates college efforts with the university's communications strategy; and surfaces important academic successes, opportunities, and research to other University Communications team members for inclusion in university-level stories and channels (social media, video, marketing, university news).

Minimum Qualifications

Master's degree with an emphasis in communications, marketing, journalism or related field. Or a BA/BS degree with an emphasis in communications, marketing, journalism, or a related field with work

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experience equivalent to a master's degree in a related field.

- Demonstrated creativity, invention, imagination, originality and talent in branding, digital marketing, message development and strategic marketing.
- Strong project management skills with the ability to identify short- and long-range goals and contribute to effective and measurable outcomes.
- Some experience executing integrated communication efforts for a complex, multifaceted organization.
- Some experience in a variety of integrated marketing and communication mediums with the ability to plan, manage, produce and direct comprehensive strategies that incorporate print, digital and video communication to lead brand and brand messaging.
- Considerable experience working in highly collaborative environments requiring interpersonal communication competence, initiative, active listening, and emotional intelligence.
- Considerable experience in coordinating and developing communications across a variety of marketing channels.

Preferred Qualifications

- An-depth understanding of best practices in content development and delivery.
- Expertise in a variety of integrated marketing and communication mediums with the ability to plan, manage, produce and direct comprehensive strategies that incorporate print, digital and video communication to lead brand and brand messaging.
- Some experience in all aspects of public communications including, strategy, planning, project management, editing, and publishing.
- Considerable experience executing integrated communication efforts for a complex, multifaceted organization.
- Considerable experience in message development, visual branding, journey mapping and audience identification and segmentation.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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